

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

Filed: January 25, 2001

Examiner: TBA

For: METHOD AND APPARATUS FOR  
ACCESSING ELECTRONIC DATA  
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-016

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

SUPPLEMENTAL PRELIMINARY AMENDMENT

Prior to substantive review of the subject application,  
please amend as follows:

IN THE CLAIMS

Please cancel claims 1-167. Please add the following new  
claims:

168. A system for displaying programming to a user, the system

comprising:

a printed book having at least one machine recognizable  
feature;

a feature recognition unit having associated therewith

a means for recognizing said feature and a means

for transmitting a coded signal in response to the

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

recognition of said feature;

an intelligent controller having associated therewith a

means for accessing said programming material in

response to receiving said coded signal; and

a display unit for presenting said programming

material.

169. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said recognition unit.

170. A system as defined in claim 169 wherein said data link comprises an image data link.

171. A system as defined in claim 169 wherein said data link comprises a video data link.

172. A system as defined in claim 169 wherein said data link comprises a programming data link.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

173. A system as defined in claim 169 wherein said data link comprises a sound data link.

174. A system as defined in claim 169 wherein said data link comprises an online data link.

175. A system as defined in claim 169 wherein said data link comprises a online shopping data link.

176. A system as defined in claim 169 wherein said data link comprises a pictorial data link.

177. A system as defined in claim 169 wherein said data link comprises an electronic data link.

178. A system as defined in claim 169 wherein said data link comprises an electronic media link.

179. A system as defined in claim 169 wherein said data link comprises an "information superhighway" data link.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

180. A system as defined in claim 179 wherein said "information superhighway" data link comprises the internet.
181. A system as defined in claim 179 wherein said "information superhighway" data link comprises the world wide web.
182. A system as defined in claim 179 wherein said "information superhighway" data link comprises a computer network.
183. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ISDN network.
184. A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.
185. A system as defined in claim 179 wherein said "information superhighway" data link comprises a CATV line.
186. A system as defined in claim 179 wherein said "information superhighway" data link comprises a local area network.

**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

187. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wide area network.
188. A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.
189. A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.
190. A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.
191. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.
192. A system as defined in claim 179 wherein said "information superhighway" data link comprises a Wireless Application

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Protocol internet.

193. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.

194. A system as defined in claim 179 wherein said "information superhighway" data link comprises a RF cellular network.

195. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.

197. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

198. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

205. A system as defined in claim 168 wherein said at least one

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

machine recognizable feature comprises an invisible icon.

206. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

208. A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

211. A system as defined in claim 168 wherein said at least one



**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

machine recognizable feature comprises a digital watermark.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

213. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an on line shopping product code.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

220. A system as defined in claim 168 wherein said printed book has associated therewith fiction.

221. A system as defined in claim 168 wherein said printed book has associated therewith nonfiction.

222. A system as defined in claim 168 wherein said printed book has associated therewith prose.

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

223. A system as defined in claim 168 wherein said printed book has associated therewith poetry.

224. A system as defined in claim 168 wherein said printed book has associated therewith editorial commentary.

225. A system as defined in claim 168 wherein said printed book has associated therewith information about the publisher.

226. A system as defined in claim 168 wherein said printed book has associated therewith a plurality of commercial advertisements.

227. A system as defined in claim 168 wherein said printed book has associated therewith a plurality of personal advertisements.

228. A system as defined in claim 168 wherein said printed book has associated therewith a plurality of words.

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

229. A system as defined in claim 168 wherein said printed book has associated therewith the definition of a word.

230. A system as defined in claim 168 wherein said printed book has associated therewith a plurality of articles.

231. A system as defined in claim 230 wherein said article comprises an encyclopedia article.

232. A system as defined in claim 168 wherein said printed book has associated therewith instructions for a process.

233. A system as defined in claim 232 wherein said process comprises a recipe.

234. A system as defined in claim 232 wherein said process comprises directions.

235. A system as defined in claim 232 wherein said process comprises obtaining reservations.

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

236. A system as defined in claim 232 wherein said process comprises obtaining tickets.

237. A system as defined in claim 232 wherein said process comprises ordering merchandise.

238. A system as defined in claim 232 wherein said process comprises paying for merchandise.

239. A system as defined in claim 232 wherein said process comprises accessing electronic media.

240. A system as defined in claim 168 wherein said printed book has associated therewith a plurality of photographs.

241. A system as defined in claim 168 wherein said printed book has associated therewith a plurality of drawings.

242. A system as defined in claim 168 wherein said printed book has associated therewith a plurality of alphanumeric

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

characters.

243. A system as defined in claim 168 wherein said printed book has associated therewith a plurality of symbols.

244. A system as defined in claim 168 wherein said programming material comprises information related to material in said printed book.

245. A system as defined in claim 244 wherein said information comprises text associated with material printed in said printed book.

246. A system as defined in claim 244 wherein said information comprises photographs associated with material printed in said printed book.

247. A system as defined in claim 244 wherein said information comprises drawings associated with material printed in said printed book.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

248. A system as defined in claim 244 wherein said information comprises audio material associated with material printed in said printed book.

249. A system as defined in claim 244 wherein said information comprises video material associated with material printed in said printed book.

250. A system as defined in claim 244 wherein said information comprises olfactory material associated with material printed in said printed book.

251. A system as defined in claim 244 wherein said information comprises tactile material associated with material printed in said printed book.

252. A system as defined in claim 244 wherein said information comprises multimedia material associated with material printed in said printed book.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

253. A system as defined in claim 244 wherein said information comprises Library of Congress cataloging information associated with said printed book.

254. A system as defined in claim 168 wherein said programming material comprises a service.

255. A system as defined in claim 254 wherein said service includes displaying promotional programming on said display unit of a customer.

256. A system as defined in claim 254 wherein said service includes conducting an interaction with a customer via a telephone.

257. A system as defined in claim 254 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

258. A system as defined in claim 168 wherein said programming



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

material comprises a Web page of a publisher.

259. A system as defined in claim 168 wherein said programming material comprises a Web page related to a publisher.

260. A system as defined in claim 168 wherein said programming material comprises a Web page of an advertiser.

261. A system as defined in claim 168 wherein said programming material comprises a Web page related to an advertiser.

262. A system as defined in claim 168 wherein said programming material comprises a communication link to a tutor familiar with the material in said printed book.

263. A system as defined in claim 168 wherein said programming material comprises a communication link to an individual referenced in said printed book.

264. A system as defined in claim 168 wherein said programming

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

material comprises a communication link to an organization  
referenced in said printed book

265. A system as defined in claim 168 wherein said programming  
material may be periodically updated.

266. A system as defined in claim 168 wherein said display unit  
comprises a personal computer.

267. A system as defined in claim 266 wherein said personal  
computer comprises a laptop computer.

268. A system as defined in claim 168 wherein said display unit  
comprises a television.

269. A system as defined in claim 168 wherein said display unit  
comprises a device containing a microprocessor.

270. A system as defined in claim 269 wherein said device  
containing a microprocessor is hand-held.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

271. A system as defined in claim 269 wherein said device containing a microprocessor is portable.
272. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.
273. A system as defined in claim 168 wherein said display unit comprises an internet appliance.
274. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.
275. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.
276. A system as defined in claim 168 wherein said display unit comprises a simulated printed book.
277. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

278. A system as defined in claim 168 wherein said display unit comprises a web-based television.

279. A system as defined in claim 168 wherein said display unit comprises a pager.

280. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

281. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

282. A system as defined in claim 281 wherein said recognition unit is linked to a personal computer.

283. A system as defined in claim 281 wherein said recognition

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

unit is linked to a wireless interface.

284. A system as defined in claim 283 wherein said wireless interface comprises a wireless network.

285. A system as defined in claim 284 wherein said wireless network comprises a cellular network.

286. A system as defined in claim 283 wherein said wireless interface comprises a cellular telephone.

287. A system as defined in claim 283 wherein said wireless interface comprises a pager.

288. A system as defined in claim 283 wherein said wireless interface comprises a wireless personal computer.

289. A system as defined in claim 283 wherein said wireless interface comprises a personal digital assistant.

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

290. A system as defined in claim 281 wherein said recognition unit is linked to a personal digital assistant.

291. A system as defined in claim 281 wherein said recognition unit is linked to an Internet appliance.

292. A system as defined in claim 281 wherein said recognition unit is linked to a television set.

293. A system as defined in claim 281 wherein said recognition unit comprises a portion of a cellular telephone.

294. A system as defined in claim 281 wherein said recognition unit comprises a portion of a personal digital assistant.

295. A system as defined in claim 281 wherein said recognition unit comprises a portion of a remote control unit.

296. A system as defined in claim 281 wherein said recognition unit comprises a portion of a handwriting implement.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

297. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a printed book;

scanning said machine recognizable feature of said printed book; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said printed book.

298. The method of claim 297 wherein said communication link includes the Internet.

299. The method of claim 297 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

300. A method of providing a user access to supplemental programming material associated with a printed book, comprising the steps of:

imprinting a machine recognizable feature within said printed book wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said printed book and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server;  
and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed book.



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

301. The method of claim 300 wherein said programming material comprises multimedia.

302. The method of claim 300 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

PATENT

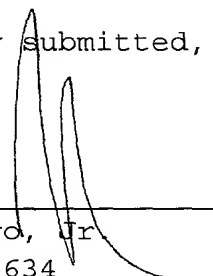
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REMARKS

Applicant respectfully submits that claims 168-302 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,

Date: January 25, 2001



---

John W. Olivo, Jr.  
Reg. No. 35,634  
WARD & OLIVO  
382 Springfield Avenue  
Summit, New Jersey 07901  
(908) 277-3333